Close

HOW ARE THESE REDUCTIONS DETERMINED?

We conducted clinical studies to measure how much of certain harmful smoke compounds Accord smokers would be exposed to compared with smokers of certain "light"* and "ultra light"* cigarettes.

This information is being made available to the public health community and various regulatory groups.

* The term "ultra light" has typically been applied to cigarettes that deliver an average of 1-6 mg of "tar" per cigarette as measured by a government method. The term "light" has typically been applied to cigarettes that deliver an average of 7-14 mg of "tar" per cigarette as measured by a government method.

It is important to understand:

- Accord has **NOT** been proven to be safer
- To reduce the health risks of smoking, the best thing to do is to quit.

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Source: https://www.industrydocuments.ucsf.edu/docs/gjdk0001